**ABOUT OUR MARKETING**

ABOUT OUR MARKETING DIVISION

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Our marketing division is a full-service in-house Keller Williams Landmark II Realty organization dedicated to the delivery of solutions custom-tailored to the needs of each client and every exclusive listing. We are fully committed to delivering impeccable results by offering a non-traditional approach to the planning and executing of dynamic products and services in today’s ever-changing, technology-driven real estate marketing terrain.

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Project Management

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Each project has a dedicated team led by a project manager to assist the agent and their follow-up. Whether it is preparing a media plan, producing a video, or managing a property marketing proposal, our team approach ensures that our clients, customers and properties get the attention they deserve.  Web-based Marketing.   With more than 93% of real estate searches starting on the web, it is imperative to grow with the trends or get left behind.

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Creative Design

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All creative ideas are brought to life by our talented art staff creating a superb finish/look to all our work. Creative display advertising, property postcards, web ads, brochures and window displays are just a sampling of what is produced to gain our listings the best exposure. This is all handled by our team member design from a quick property ad to a multi-page customization brochure, our team creates designs that accentuate the unique qualities of our exclusive properties.

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Media Planning

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Our advertising department specializes in all mediums including traditional display advertising and web advertising to target and place our properties exactly to the best niche audience and demographic. In addition to the tried-and-true publications, our staff is keyed into the pulse of the advertising industry, sourcing out new advertising venues and sites for our properties in the greater New York area as well as globally through our affiliations with Leading RE, Luxury Portfolio. All of our media options have already been qualified and vetted by a call tracking verification system that provides crucial data such as “return on investment” information.

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Direct Mail

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Our direct mail and e-based mailing programs ensure that a message reaches the target audience utilizing our targeted mailing lists and building layouts of millions of New Yorkers' and others across the country and worldwide. Our mailing programs create the buzz around a property listing that is absolutely essential for an active and exclusive closed property or to deliver an important message.

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Full Service At Your Service

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We strive to be to reach all our customer and clients needs virtual staging, virtual renovation, room painter, New York Magazine critic’s review on our listings.  We also provide recently closed comparative information about our listings and much more. We are full service – and always at your service.

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